

## ORDER



KLAS

Mike Jones

K-WAS

National

**Orders**  
**Order / Rev:** 37714  
**Alt Order #:** 08888681  
**Product Desc:** TARKANIAN/CON/REP  
**Estimate:**  
**Flight Dates:** 10/25/12 - 11/06/12  
**Original Date / Rev:** 10/24/12 / 10/24/12  
**Order Type:** GENERAL

**Primary AE:**  
**Sales Office:**  
**Sales Region:**

**Agency**  
**Name:** Sandler & Innocenzi  
**Buying Contact:**  
**Billing Contact:**  
 705 Prince Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Tarkanian, Danny R-USS  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 07/21/10  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	28	\$21,030.00	\$17,875.50
10/29/12	11/06/12	79	\$37,835.00	\$32,159.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$21,030.00	\$17,875.50	0.00
November 2012	79	\$37,835.00	\$32,159.75	0.00
<b>Totals</b>	<b>107</b>	<b>\$58,865.00</b>	<b>\$50,035.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$58,865.00
Market	100%	\$196,216.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$49,054.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$9,810.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/25/12	10/26/12	8 News Now 4-5a	CM	4-5a	---TF--	:30	2	\$50.00	LV2	0.00	NM	2	\$100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--			2		\$50.00		0.00				
E 2	8	10/29/12	11/02/12		CM	4-5a	MTWTF--	:30	6	\$50.00	LV2	0.00	NM	6	\$300.00

Order / Rev: 37714  
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Flight Dates: 10/25/12 - 11/06/12

Advertiser: Tarkanian, Danny R-USS  
Product Desc: TARKANIAN/CON/REP  
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 4-5a 8 News Now 4-5a NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 6 \$50.00 0.00														
E 3	8	11/05/12	11/06/12	8 News Now 4-5a	CM	4-5a MT-----	:30	2	\$50.00	LV2	0.00	NM	2	\$100.00
8 News Now 4-5a NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 2 \$50.00 0.00														
E 4	8	10/25/12	10/26/12	8 News Now 5a M-F	CM	5-6a ---TF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 News Now 5a M-F (5:00 AM-6:00 AM) NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$225.00 0.00														
E 5	8	10/29/12	11/02/12	8 News Now 5a M-F	CM	5-6a MTWTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 News Now 5a M-F NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 2 \$225.00 0.00														
E 6	8	11/05/12	11/06/12	8 News Now 5a M-F	CM	5-6a MT-----	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 News Now 5a M-F NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 2 \$225.00 0.00														
E 7	8	10/25/12	10/26/12	8 News Now 6a M-F	CM	6-7a ---TF--	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
8 News Now 6a M-F NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$275.00 0.00														
E 8	8	10/29/12	11/02/12	8 News Now 6a M-F	CM	6-7a MTWTF--	:30	3	\$275.00	LV2	0.00	NM	3	\$825.00
8 News Now 6a M-F NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 3 \$275.00 0.00														
E 9	8	11/05/12	11/06/12	8 News Now 6a M-F	CM	6-7a MT-----	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
8 News Now 6a M-F NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 1 \$275.00 0.00														
E 10	8	10/25/12	10/26/12	CBS This Morning 7-9a	CM	7-9a ---TF--	:30	2	\$200.00	LV2	0.00	NM	2	\$400.00
CBS This Morning EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$200.00 0.00														
E 11	8	10/29/12	11/02/12	CBS This Morning 7-9a	CM	7-9a MTWTF--	:30	3	\$200.00	LV2	0.00	NM	3	\$600.00
CBS This Morning EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 3 \$200.00 0.00														
E 12	8	11/05/12	11/06/12	CBS This Morning 7-9a	CM	7-9a MT-----	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00
CBS This Morning EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 MT----- 1 \$200.00 0.00														
E 13	8	10/25/12	10/26/12	Live w/Kelly	CM	9-10a ---TF--	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00
Live w/Kelly KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 1 \$300.00 0.00														
E 14	8	10/29/12	11/02/12		CM	9-10a MTWTF--	:30	4	\$300.00	LV2	0.00	NM	4	\$1,200.00

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Advertiser: Tarkanian, Danny R-USS  
 Product Desc: TARKANIAN/CON/REP  
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Live w/Kelly Live w/Kelly										
				KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$300.00		0.00			
E 15	8	11/05/12	11/06/12	Live w/Kelly Live w/Kelly	CM	9-10a MT-----	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00
				KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$300.00		0.00			
E 16	8	10/25/12	10/26/12	Price Is Right Price Is Right	CM	10-11a ---TF--	:30	1	\$1,575.00	LV2	0.00	NM	1	\$1,575.00
				PRICE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$1,575.00		0.00			
E 17	8	10/29/12	11/02/12	Price Is Right Price Is Right	CM	10-11a MTWTF--	:30	2	\$1,575.00	LV2	0.00	NM	2	\$3,150.00
				PRICE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$1,575.00		0.00			
E 18	8	11/05/12	11/06/12	Price Is Right Price Is Right	CM	10-11a MT-----	:30	1	\$1,575.00	LV2	0.00	NM	1	\$1,575.00
				PRICE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$1,575.00		0.00			
E 19	8	10/29/12	11/02/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	5	\$325.00	LV2	0.00	NM	5	\$1,625.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$325.00		0.00			
E 20	8	11/05/12	11/06/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MT-----	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$325.00		0.00			
E 21	8	10/25/12	10/26/12	Ellen Ellen	CM	3-4p ---TF--	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				1	\$450.00		0.00			
E 22	8	10/29/12	11/02/12	Ellen Ellen	CM	3-4p MTWTF--	:30	5	\$450.00	LV2	0.00	NM	5	\$2,250.00
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$450.00		0.00			
E 23	8	11/05/12	11/05/12	Ellen Ellen	CM	3-4p M-----	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$450.00		0.00			
E 24	8	10/29/12	11/02/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MTWTF-- (4:30 PM-5:00 PM)	:30	6	\$500.00	LV2	0.00	NM	6	\$3,000.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				6	\$500.00		0.00			
E 25	8	11/05/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p M----- (4:30 PM-5:00 PM)	:30	1	\$500.00	LV2	0.00	NM	1	\$500.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$500.00		0.00			
E 26	8	10/29/12	11/02/12		CM	5-630p MTWTF--	:30	6	\$325.00	LV2	0.00	NM	6	\$1,950.00



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Advertiser: Tarkanian, Danny R-USS  
 Product Desc: TARKANIAN/CON/REP  
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 38	8	10/28/12	11/04/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morn-----S	:30	1	\$1,225.00	LV2	0.00	NM	2	\$2,450.00
SUN MORN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S				1	\$1,225.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-----S				1	\$1,225.00		0.00			
E 39	8	10/28/12	11/04/12	8 News Now Sun AM #2 8 News Now Sun AM #2	CM	8 News Now Sun A-----S	:30	1	\$350.00	LV2	0.00	NM	2	\$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S				1	\$350.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-----S				1	\$350.00		0.00			
E 40	8	10/28/12	10/28/12	Face The Nation Face The Nation	CM	Face The Nation -----S	:30	1	\$1,400.00	LV2	0.00	NM	1	\$1,400.00
FACE THE NATIO														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S				1	\$1,400.00		0.00			
E 41	8	11/04/12	11/04/12	Sun 7-8p 60 Minutes	CM	7-8p -----S	:30	1	\$1,500.00	LV2	0.00	NM	1	\$1,500.00
60 MNUTES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S				1	\$1,500.00		0.00			
E 42	8	10/27/12	11/03/12	NCAA Football NCAA College Football	CM	NCAA College Foo-----S- (10:00 AM-5:00 PM)	:30	3	\$300.00	LV2	0.00	NM	6	\$1,800.00
NCAA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-				3	\$300.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-----S-				3	\$300.00		0.00			
E 43	8	10/25/12	10/26/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p ---TF--	:30	2	\$2,100.00	LV2	0.00	NM	2	\$4,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---TF--				2	\$2,100.00		0.00			
E 44	8	10/25/12	10/26/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p ---TF--	:30	2	\$1,750.00	LV2	0.00	NM	2	\$3,500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---TF--				2	\$1,750.00		0.00			
E 45	8	10/25/12	10/26/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p ---TF--	:30	1	\$1,140.00	LV2	0.00	NM	1	\$1,140.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---TF--				1	\$1,140.00		0.00			
E 46	8	10/25/12	10/26/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p ---TF-- (4:30 PM-5:00 PM)	:30	1	\$1,575.00	LV2	0.00	NM	1	\$1,575.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---TF--				1	\$1,575.00		0.00			
Totals												107	\$58,865.00	